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Military Market

MAGAZINE FOR THE MILITARY RETAIL SYSTEM ARMY TIMES PUBLISHING COMPANY FEBRUARY 1980 $1.00

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H&BA Marketing Steps Into the '80s: Page 18
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COUPONS

★ ★ ★ ★ ★ ★

Over the Counter...

...And Occasionally Under the Table

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ARMY TIMES PUBLISHING COMPANY VOLUME 31 NO 2

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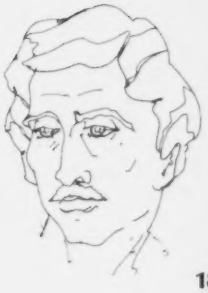

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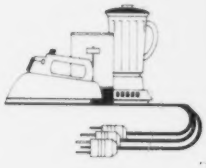

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Military Market INDEX

COMMISSARY SYSTEMS SALES[1] (x$1,000)

Air Force

	NOVEMBER CY 79	NOVEMBER CY 78	% CHANGE	YEAR-TO-DATE CY 79	YEAR-TO-DATE CY 78	% CHANGE
CONUS	111,614	103,681	+7.4	1,196,286	1,078,703	+10.9
Overseas	22,946	20,609	+11.3	234,918	216,452	+8.5
Total	134,560	124,490	+8.1	1,431,204	1,295,155	+10.5

Army[2]

CONUS	86,112	80,396	+7.1	904,732	827,890	+9.3
Overseas	25,792	24,555	+5.0	266,738	246,661	+8.1
Total	111,904	104,951	+6.6	1,171,471	1,074,371	+9.0

Navy

CONUS	44,788	41,885	+6.9	477,370	432,322	+10.4
Overseas	5,386	5,272	+2.2	56,826	55,187	+3.0
Total	50,174	47,157	+6.4	534,196	487,509	+9.6

Marines

CONUS	9,087	8,669	+4.8	97,361	89,418	+8.9
Overseas	160	151	+6.0	1,660	1,650	+0.6
Total	9,247	8,820	+4.8	99,021	91,068	+8.7

Coast Guard

CONUS	400	441	-9.3	4,500	4,472	+0.6
Overseas	154	116	+32.8	1,435	1,264	+13.5
Total	554	557	-0.5	5,935	5,736	+3.5

All Commissaries[2]

CONUS	252,001	235,272	+7.1	2,680,249	2,432,605	+10.2
Overseas	54,438	50,703	+7.4	561,577	521,234	+7.7
Total	306,439	285,975	+7.2	3,241,827	2,953,839	+9.8

Individual figures may not add to totals due to rounding.

Sales include appropriate surcharges.

CY 1978 sales are estimated from TSA quarterly sales data.

EXCHANGE SYSTEMS SALES[1] (x$1,000)

AAFES

	NOVEMBER CY 79	NOVEMBER CY 78	% CHANGE	YEAR-TO-DATE CY 79	YEAR-TO-DATE CY 78	% CHANGE
CONUS	183,377	165,257	+11.0	1,759,958	1,608,696	+9.4
Overseas	130,526	114,184	+14.3	1,264,968	1,113,521	+13.6
Total	317,038	283,057	+12.0	3,053,638	2,759,502	+10.7

Navy[3]

CONUS	86,434	74,139	+16.6	774,764	701,521	+10.4
Overseas	29,211	27,803	+5.1	309,879	300,366	+3.2
Total	115,645	101,943	+13.4	1,084,645	1,001,892	+8.3

Marines

CONUS	24,553	23,301	+5.8	226,638	218,047	+4.9
Overseas	3,233	2,968	+8.9	33,194	33,828	-1.9
Total	27,786	26,169	+6.2	261,832	251,881	+4.0

Coast Guard[4]

CONUS	5,027	4,834	+4.0	50,351	48,340	+4.2
Overseas	634	609	+4.1	6,352	6,096	+4.2
Total	5,661	5,443	+4.0	56,702	54,436	+4.2

All Exchanges

CONUS	299,391	267,624	+11.9	2,813,711	2,576,997	+9.2
Overseas	163,604	145,589	+12.4	1,614,393	1,453,836	+11.0
Total	466,130	416,830	+11.8	4,456,817	4,067,929	+9.6

Individual figures may not add to totals due to rounding.

Sales include concession volume.

[illegible]

Does not include sales of ships stores which are now estimated to average $[illegible] million annually, as compared with $[illegible] million annually in [illegible].

MM estimates based on [illegible] data.

About Last Month's Index

Our apologies to readers for the appearance of last month's MM Index without any column headings to explain what the numbers meant. We've been experiencing some production problems with our new index design, but hopefully they are all ironed out now.
— The Editor

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION

HAVE BEEN FILMED

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